

OVERVIEW

- ◎ What is Social Media?
- ◎ Why should we be using social media?
- ◎ How can we successfully implement social media?



WHAT IS SOCIAL MEDIA?

◎ Medium for Networking

- Make connections
- Share information
- Engage in conversations
- Build trust
- Build relationships

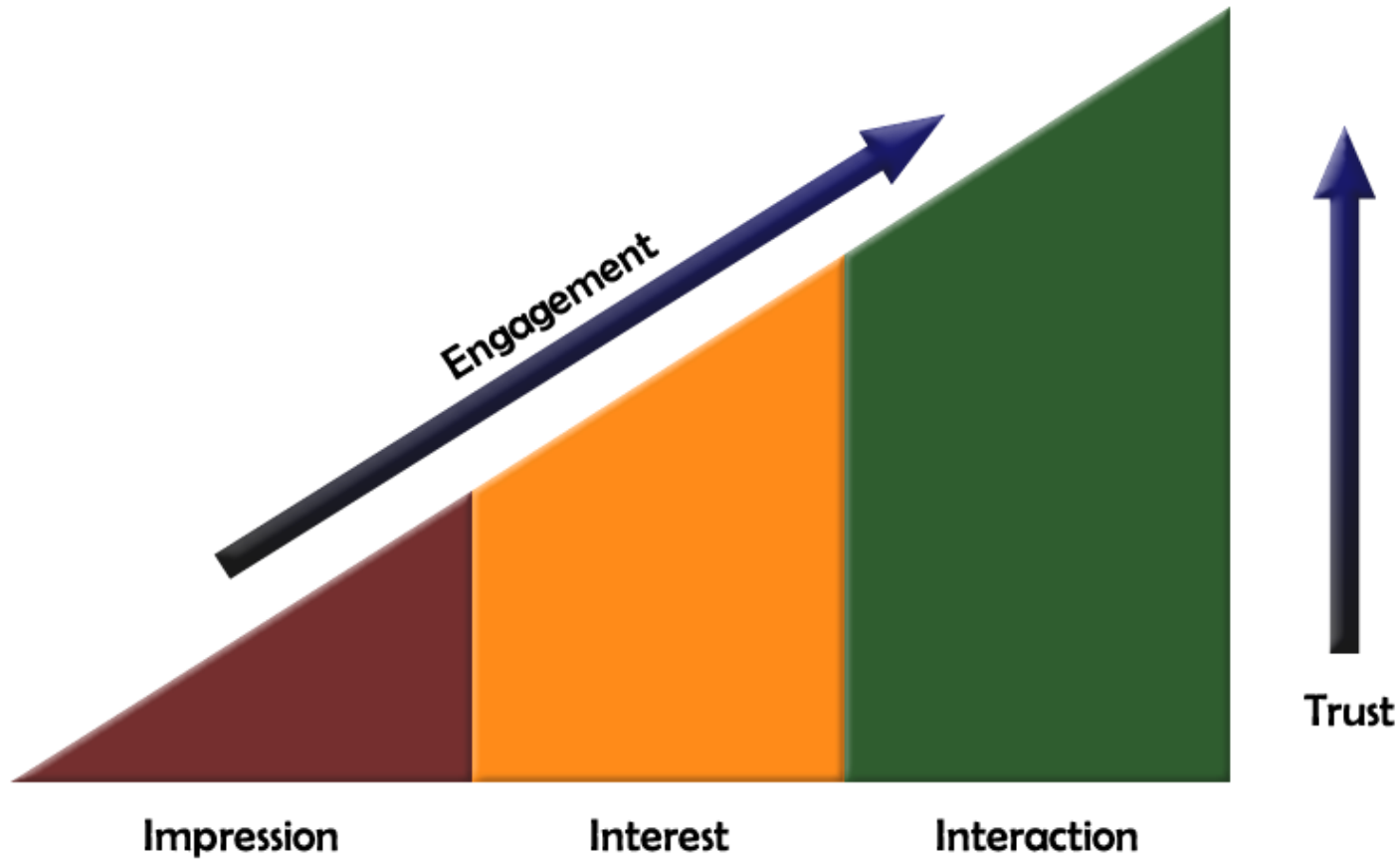
◎ Types of interaction

- Spectator (Collecting)
- Broadcast (Distributing)
- Interactive (Collaborating)

◎ Internet-based



STAGES OF SOCIAL MEDIA ENGAGEMENT





facebook

December 2010

WHY USE SOCIAL MEDIA?

- ◎ Ubiquitous Adoption
- ◎ Brand management and monitoring
- ◎ Integration with SEO
- ◎ Competitive/Business Intelligence
- ◎ Benefits all aspects of business



1 IN EVERY 5 MINUTES

SPENT ON THE INTERNET IS ON SOCIAL NETWORKS. NINETY PERCENT OF THAT TIME IS ON FACEBOOK.

Social networks reach 82% of the world's internet population, representing 1.2 billion users around the world.

It's a Social World Report
December 2011
<http://comScore.com>

iQ

the Innovation Lab of QSW Worldwide



Craig Leach AT&T is awesome! Best smartphones and...
2 hours ago · Like · 7

Sara Gentges there downloading is slower then it was before and there prices went up
2 hours ago · Like · 1

Dwayne Kelly Kennedy, Johnson, Nixon, Ford, Carter, Reagan, George HW Bush, Clinton, George W Bush and Obama. And for the record I didn't have to look. Ten Presidents over the last 50 years.
2 hours ago · Like · 4

Eric Hundl At&t service is awesome. Signal loss is minimal. Thanks AT&T. For those who have to say something negative just because ya don't have anything else to do.... Get a life.
2 hours ago · Like · 6

Lyle Armstrong George W. Bush. William Clinton. George Bush. Ronald Reagan. Jimmy Carter. Gerald Ford. Richard Lyndon Johnson. John F. Kennedy. Dwight D. Eisenhower Truman
2 hours ago · Like · 2

Brandi Nicole Quertermous I love my iPhone but your tooooo expensive, we have 2 phones one being a iPhone and one a strive and we are paying over 200 dollars! I think it be somewhere else when I can afford to cancel our and all but the price is just outrageous
2 hours ago · Like · 2

Hector L. Perez Well, write down in your history company that started so well had gone so low an throttling a good thing
2 hours ago · Like · 9

toyeapampa @toyeapampa
Godaddy FTP transfer is a joke! 5 days transferring WordPress.
Please fix #godaddy
8h

Comedy @HumorORtruth
iPhone > Android > Nokia > Land phone > Typewriter > 2 cans and a string > Message in a bottle > Pigeon with a note taped to it > Blackberry
20m

2014 19:22:44 Would Not Go Back. Too fast/cocky is true; the barber did not listen to my requests and did not do what I wanted. Made some random comments about minorities that I found offensive. —[DaveG](#)

Pete V
Los Angeles, CA
1/5/2012
I was visiting relatives in Sacramento over Christmas so I went here on their recommendation after 5p... Land Park. Apparently, it's one of those places that have a long tradition and are loved by the locals--the kind that every community wants to believe in. Sounded great to me, but from my experience something has gone terrt wrong. The burgers and fries were cold when we got them (the cheese wasn't even melted), it's very expensive to you get, and the place is filthy. They had all kinds of random crap--boxes, old dusty copiers and other office equi etc. stacked in the corners and even behind the counter. Doesn't look like they've done anything to maintain the in at least 10 years. Too bad--looks like the owners got lazy and greedy and are playing off the good will that thi used to have way back when





AT&T
 Celebrate Presidents' Day with the Samsung Infuse™ 4G phone, normally \$49.99 - only 1¢! Dazzling 4.5" display, 8 MP camera, HD video. Hurry, offer ends Feb. 22.

Get the Samsung Infuse 4G for a penny!
 Source: social.att.com

Two-year voice agreement with qualifying monthly data plan required. Other restrictions apply. Offer ends 2/22/12.



Like · Comment · Share · February 15 at 8:00am via AT&T Publisher

148 people like this.

View all 143 comments

Write a comment...

Verizon Wireless
 Don't forget to follow @verizonwireless this weekend. They are celebrating the release of Star Wars Episode 1 in 3D by giving away 5 LG Spectrums. Check out the Darth Maul Me app on your smartphone or the game online. Tweet them your Darth Maul-ed photo with #DarthMaulMe & you can be entered to win! More details available by following @verizonwireless now! <http://pub.vitrue.com/eYtw>



StarWars.com | Darth Maul Me
 Source: pub.vitrue.com

Like · Comment · Share · Saturday at 12:45pm via Verizon Publisher

117 people like this.

View all 20 comments

Write a comment...

Sprint
 Kay, William, Tammie and other members of the Sprint Care Team are on Facebook to answer questions and offer help with your phone and see more about some of the team members and how you can contact Sprint.

Sprint Customer Care tab
http://www.facebook.com/sprint?v=app_337327162963179



Like · Comment · February 15 at 1:16pm via Publisher

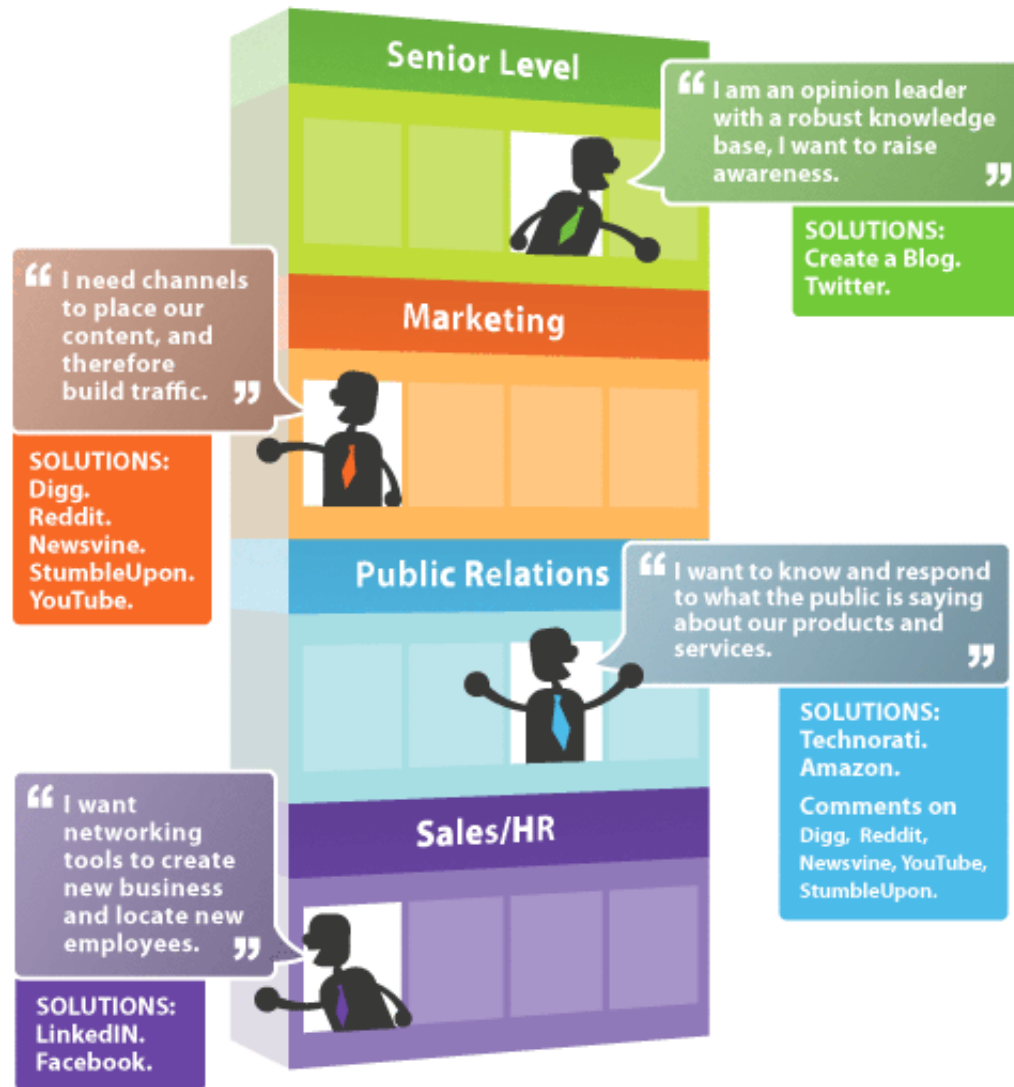
122 people like this.

View all 281 comments

Write a comment...



Building a Company with Social Media



© 2008 Elliance. All Rights Reserved | www.elliance.com

Abaton Consulting - Technology Development Services • 530-392-8324 • info@AbatonConsulting.com



WHICH SOCIAL MEDIUM SHOULD I CHOOSE?

◎ Facebook

- 845 million active users, ~50% login on any given day, 53.5 billion minutes per month (U.S. Only)

◎ Twitter

- 200 million accounts, 100 million active users, 350 million tweets per day.

◎ LinkedIn

- 150 million users, with executives from all Fortune 500 companies, in over 200 countries.

◎ YouTube

- 48 hours of video uploaded every minute/8 years of content per day. 3 billion video viewed each day. 800M uniques each month.



HOW CAN WE SUCCESSFULLY IMPLEMENT SOCIAL MEDIA?

- ◉ Understand social media
- ◉ See what others are doing
- ◉ Get buy-in
- ◉ Set realistic goals
- ◉ Set a social media policy
- ◉ Don't delegate
- ◉ Don't do it alone



HOW CAN WE SUCCESSFULLY IMPLEMENT SOCIAL MEDIA?

- ◉ Invest in the right people
- ◉ Don't over-extend
- ◉ Define your market
- ◉ Listen
- ◉ Measure your efforts
- ◉ Have a long-term vision



HOW DO YOU PICK A SOCIAL MEDIA “CONSULTANT?”

- ◉ Social media experience
- ◉ Customer service skills
- ◉ Communication skills
- ◉ Marketing skills
- ◉ Able to think strategically



CONTACT FOR ASSISTANCE



TECHNOLOGY MANAGEMENT – WEB SERVICES
SOCIAL MEDIA – PROFESSIONAL DEVELOPMENT

221 G Street, Suite 202

www.AbatonConsulting.com

530-392-8324 – info@AbatonConsulting.com

Facebook.com/StewartSavage

Facebook.com/AbatonConsulting

Twitter.com/StewartSavage

AbatonConsulting.com

